

# The ROI of Artificial Intelligence

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Harnessing the power of  
knowledge

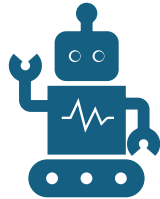
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# AI Investment Trends



**In 2023, the United States saw AI investments reach \$67.2 billion, a 22% increase YoY**



**A new McKinsey survey reveals that 42% of surveyed organizations report cost reductions from implementing AI (including generative AI), and 59% report revenue increases.**

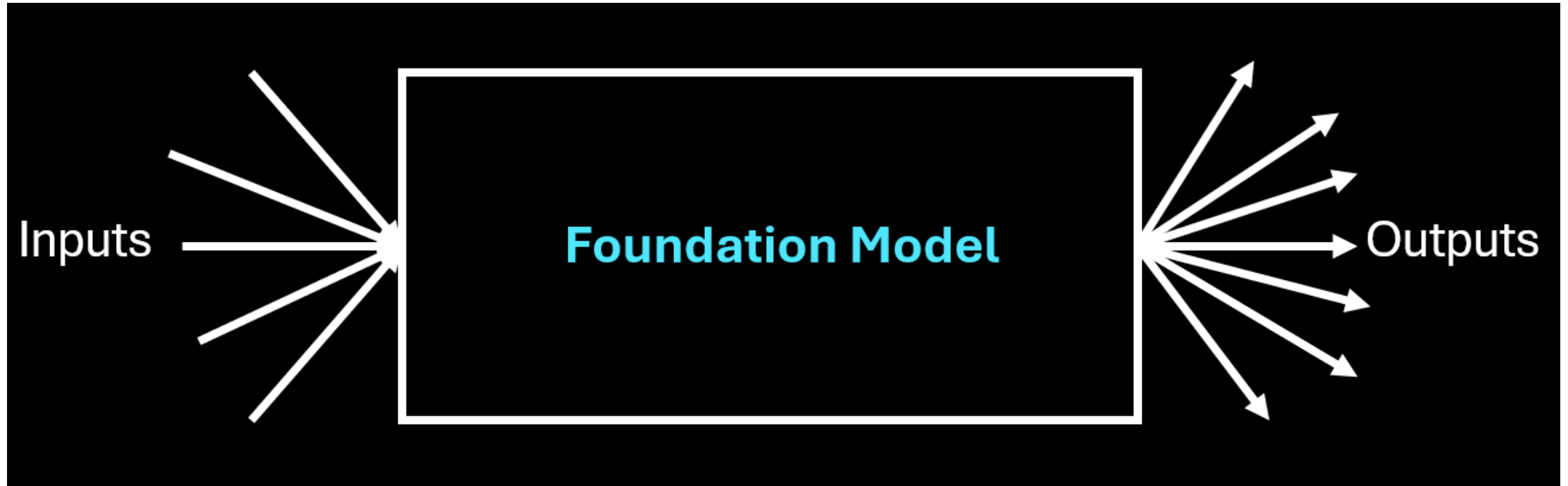


**55% of organizations now use AI (including generative AI) in at least one business unit or function, up from 50% in 2022 and 20% in 2017.**

# Traditional AI



# Generative AI



“Large language model”

“Pre-trained model”

“Generative pre-trained model”

# But where does the investment come from?



NO ONE GETS FUNDED FOR AI



FUNDING IS ALLOCATED FOR  
MISSION & BUSINESS APPLICATIONS

# Investing in Innovation via Modernization



Consolidate, Migrate, or Eliminate  
Legacy Systems



Reduce Technical Debt



Modernize business processes as well  
as applications and systems



Evolve IT and AI from Cost Center to  
Value Creator

# Direct Methods to AI ROI



## **Improvement in operational Efficiencies**

Automating repetitive tasks, Predictive maintenance, Optimizing supply chain and logistics



## **Reduced Time to Respond /Deliver**

Faster customer service, Real-time decision making, Automated content moderation



## **Faster Decision Making**

Identifying patterns and trends, Predicting outcomes, Automating decision-making processes



## **Improved Access to Data**

Natural language processing, Image and video recognition, Data analytics and visualization

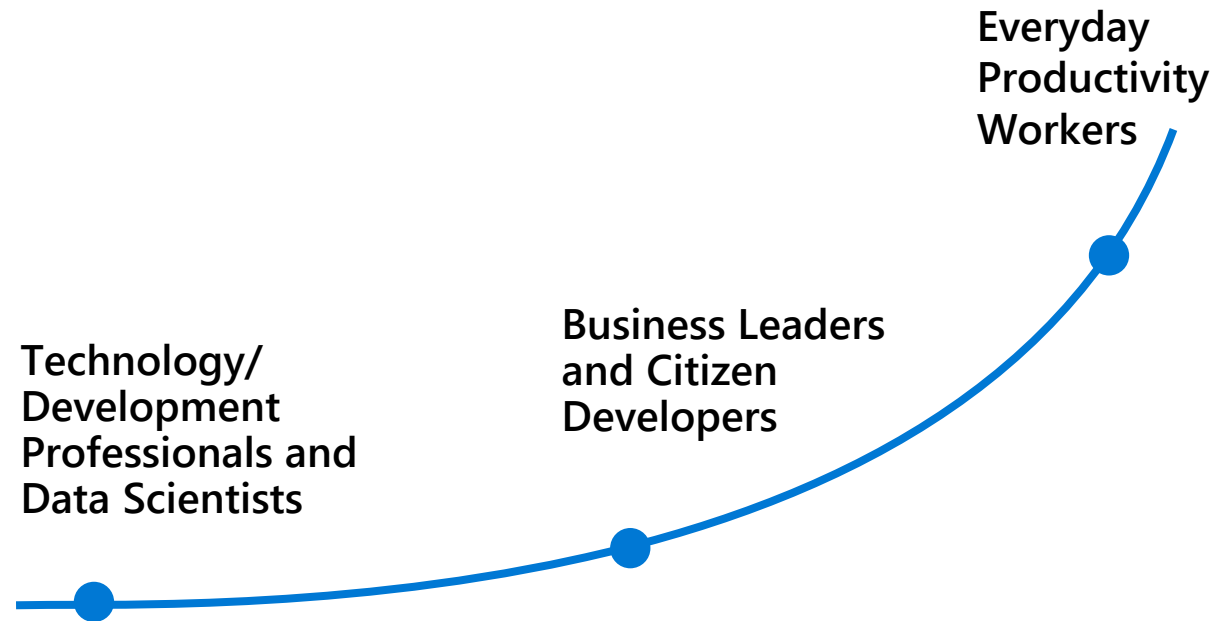


## **Accelerated R&D**

AI-assisted simulations, Drug discovery and development, Predictive modeling for scientific research

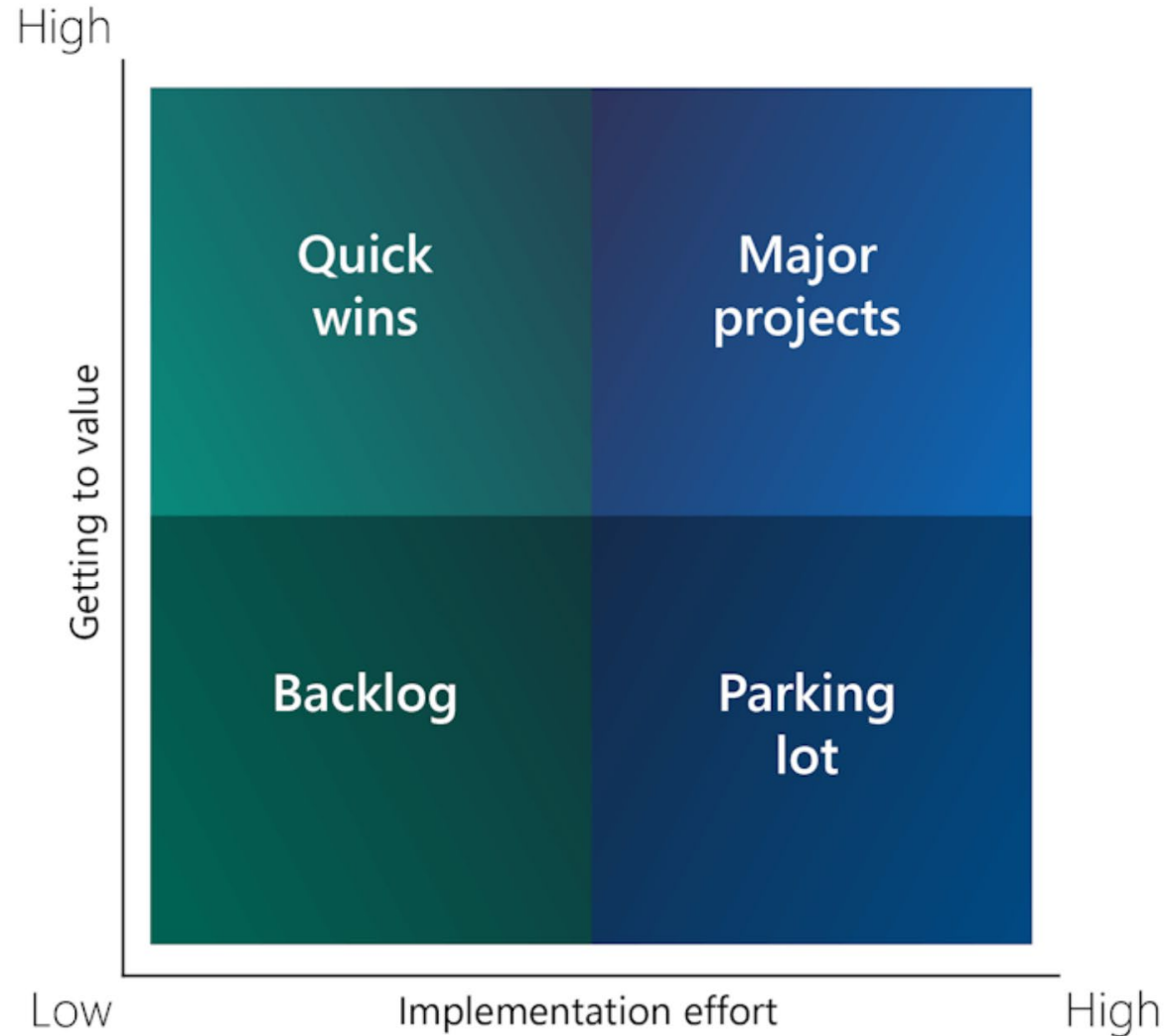


# Democratizing AI for everyone

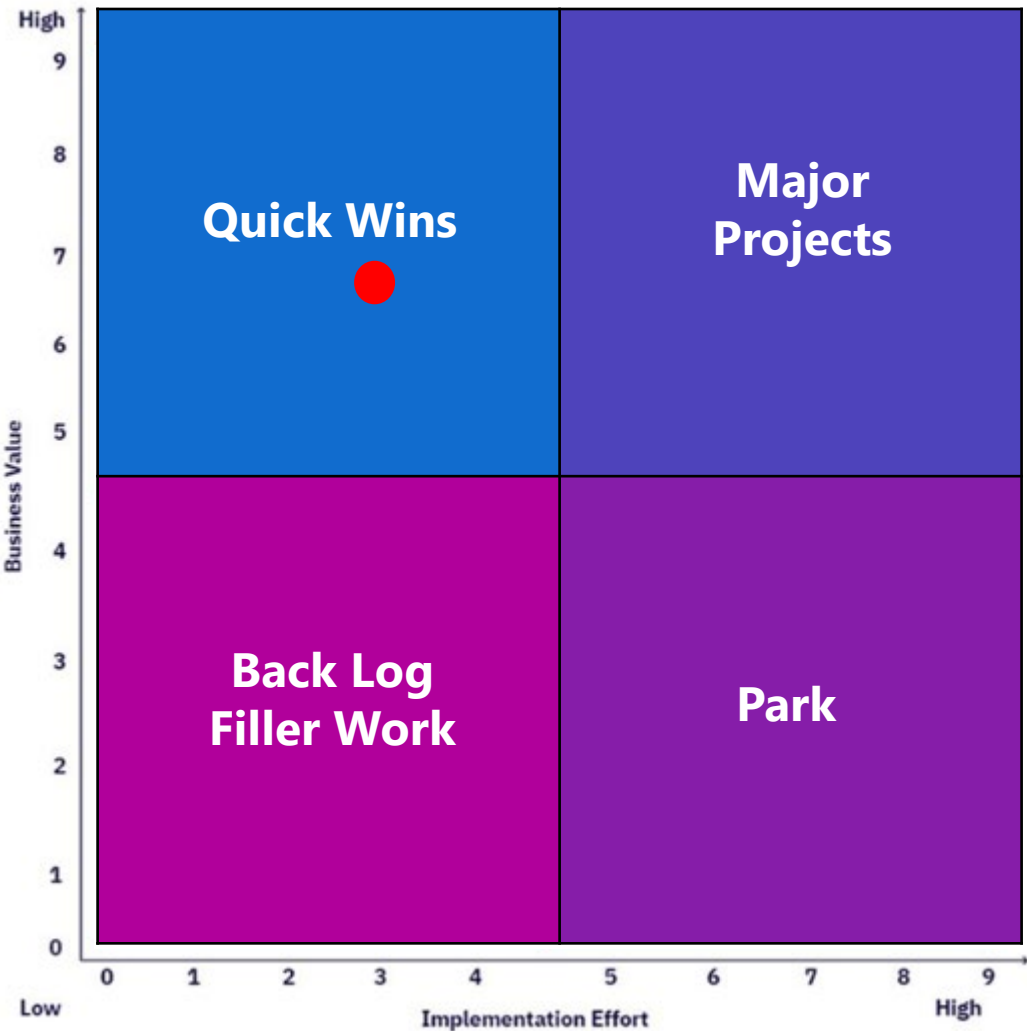
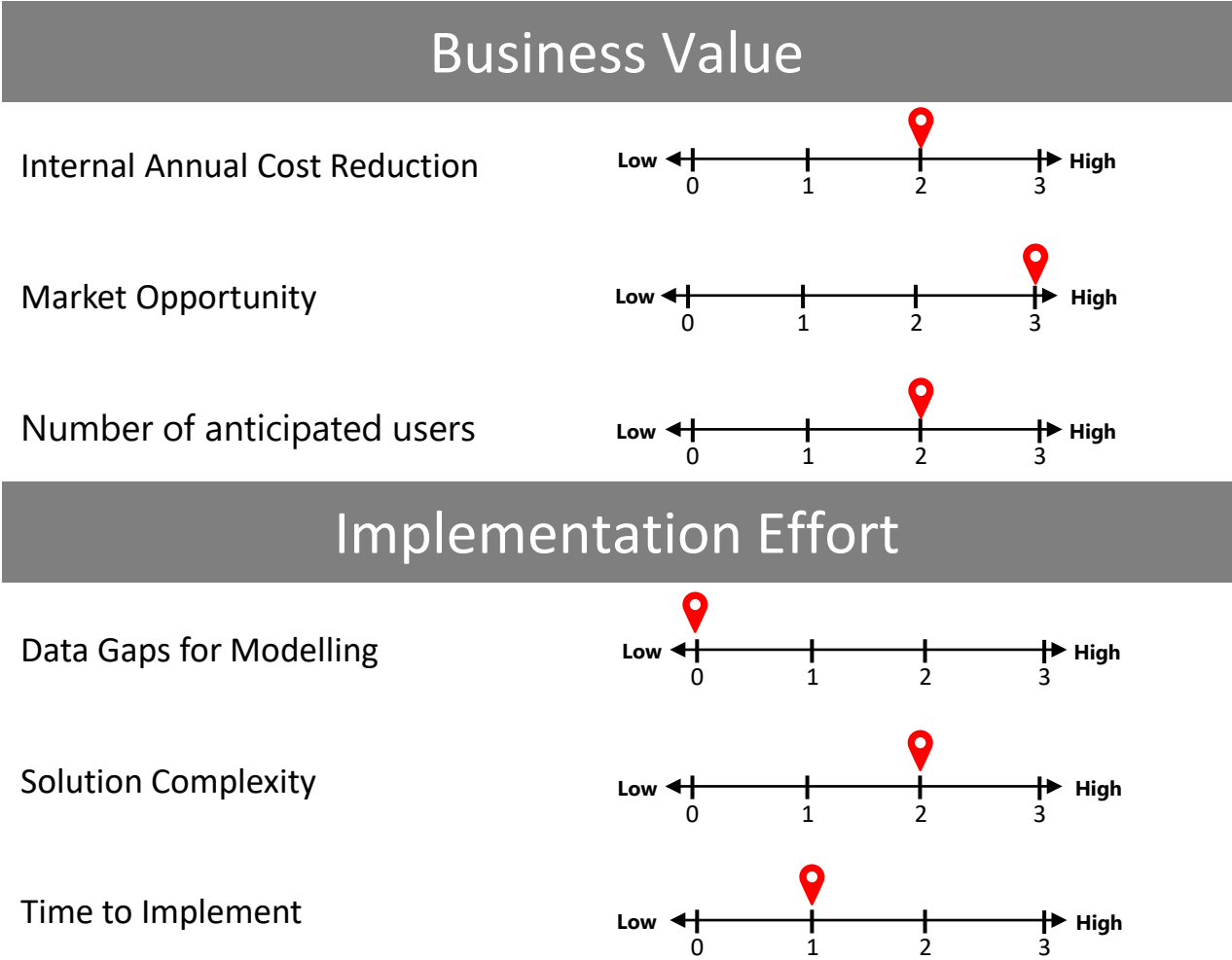


# Activating AI Effectively

A systematic approach that prioritizes scaling of use cases based on value and return



# AI ROI Prioritization Model



# Questions you may ask to do this:

- **Does this meet our responsible AI standards and Impact Assessment guidelines?**
- **What are the touch points, and who is impacted?**
- **What is the organizational impact, and how will return be measured?**
- **How do we achieve cost and performance balance?**
- **Where are we going to invest in a given FY or semester, and can we get more from that investment with AI?**
- **Which services/applications are going to get the capabilities?**
- **How are we organizing services across the org?**
- **What platform-level capability will all services use, and what will be native to a particular area or service within a smaller group?**



# Build Vs Buy





# Thank you

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